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ABSTRACT

This guide to materials available in the McLennan Library is intended to assist students in locating information and literature necessary for sociological studies of the mass media (excluding film). It does not deal with the more technical aspects of the media or the "how to" literature. The annotations are arranged under the following headings: mass media, magazines, newspapers, radio and television broadcasting, books and book publishing, advertising and public relations, and alternative media. (LL)

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1973

THE MASS MEDIA:

A STUDENT'S GUIDE TO REFERENCE SOURCES

This guide is intended to assist students in locating information and literature necessary for sociological studies of the mass media (excluding film which is covered in a separate bibliography in this series). It does not deal with the more technical aspects of the media or the "how to" literature. As yet this relatively new field of academic interest is only spottily covered by solid reference sources so that the subject catalogues and reference librarians should be consulted for further assistance on a particular topic.

Government documents and international agency material, often not listed in the McGill Union Catalogue, are frequently important sources of information. All relevant Canadian Royal Commissions are listed in the Government Documents Department's Catalogue and are located in that department, as are some of the pertinent British Royal Commissions.

For additonal locations of material cited, check the McGill Union Catalogue.

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CS 301 219

I. MASS MEDIA

A. Dictionaries

P87.5 .D5 Ref.
Dictionnaire des media; technique, linguistique, sémiologie. [par] Jean-Baptiste Fages et al. Preface by Georges Friedmann. Paris, Mame, 1971.

Includes about 800 terms. The approach to communications includes the following categories: 1) technological 2) psychological and sociological 3) semio-linguisticial.

P87.5 .J3 Stacks, UL
Jacobson, Howard Boone, ed. A Mass Communications Dictionary; a Reference Work of Common Terminologies for Press, Print, Broadcast, Film, Advertising and Communications Research. New York, Philosphical Library, 1961.

Rather dated for the field, but no more recent compilations are available.

B. Biography

P92.5 .A1F6 Ref., UL
Foremost Women in Communications; a Biographical Reference Work on Accomplished Women in Broad-casting, Publishing, Advertising, Public Relations and Allied Professions. New York, Foremost Americans Pub. Corp., 1970.

Includes nearly 8000 who's who type profiles of US women. Geographical and subject index.

C. Directories and Statistical Sources

P88.5 .B6 UL
Black List; the Concise Reference Guide to Publications and Broadcasting Media of Black America, Africa and the Caribbean. New York, Panther House, 1970.

Lists newspapers, periodicals, radio stations, publishers, miscellaneous international organizations. Lack of headings and arrangement make this unique directory a difficult source to use.

P88.8 .D5x 1970/71 UL
Directory of Communication Organizations, 1970-71. Compiled and published by the Council of Communication Societies. Silver Spring, Md., 1970.

Covers about 100 mainly American communication associations and societies and communication centers, indicating addresses, officers, purposes, activities, meetings, publications, etc.

HM261 .M339 Ref.
March, Roman R. Canadian Institute of Public Opinion: Permuted Index, 1945-1967. Ottawa, Carleton University, 1967.

A computer produced index to the archival holdings of the CIPO materials held by Carleton University. Indexes poll questions by all significant words.

Also useful in this area are the journals: Canadian Institute of Public Opinion's Gallup Report. Lib. has: June 19, 1968- (HM261 .C3 Stacks) and the Report of the Gallup Opinion Index. Lib. has: no. 67, 1971- (HM261 .A1G34 Stacks) as well as general mass media sources.

Z5630 .S63 UL — Source, Inc. Source Catalog. Chicago, Swallow Press, 1971-

Volume 1: Communications

An annotated directory of "Movement" groups, their projects and resources, organized by subjects such as: TV-radio-video-FCC; printing-publishing; community; communications. Each section includes bibliographies of books, periodicals, pamphlets, films, in the subject area.

Cutter HJ .U58p Stacks — UNESCO. Division of Free Flow of Information. Professional Associations in the Mass Media; Handbook of Press, Film, Radio, Television Organizations. Paris, 1959.

Gives details concerning 1,049 national organizations in 93 states and territories, and 64 international associations. The survey is preceded by a history of the organizations and by an account of their present day activities. Slightly outdated, but still a useful source.

Gov't. Docs. — Unesco Statistical Yearbook. Annuaire Statistique. 1963- Paris.

Lib. has: 1963-

Formerly:

Unesco. Basic facts and figures. 1952-1961. Paris.

Lib. has: 1952, 1956, 1958, 1959, 1961.

International statistics relating to education, culture and mass communication. Includes data on book production, newspapers, periodicals, radio and T.V. broadcasting and film. The best source for current data.

Gov't. Docs. — United Nations Educational, Scientific and Cultural Organization. Press, Film, Radio. Paris, UNESCO, 1947-1951. 5v. and 2 supps. (Its Reports on the Facilities of Mass Communications)

Lib. has: v.1,4,5. Supp.2.

A survey originally designed to determine the extent of damage to news agency equipment, newspaper printing works, radio stations and cinemas in countries affected by World War II. This purpose was later broadened to include the resources of mass communication for most countries and territories of the world. Information is detailed and thorough, with historical background, tables, figures, maps.

Gov't. Docs. — _____. World Communications; Press, Radio, Film and Television. 4th ed. Paris, UNESCO, 1965.

A report on facilities in these 4 media. Part I surveys each of the 4 on a global and continental basis to indicate the overall patterns. Pictographs accompany this in Part II. Part III, the main section, is a country by country survey, with many statistics, of communication facilities.

On order for Ref. (Feb. 1973) Working Press of the Nation. v.1, 1947- New York.

D. Bibliographies

Z5630 .B55 Ref. Blum, Eleanor. Basic Books in the Mass Media; an Annotated, Selected Booklist Covering General Communications, Book Publishing, Broadcasting, Film, Magazines, Newspapers, Advertising, Indexes, and Scholarly and Professional Periodicals. Urbana, Univ. of Illinois Press, 1972.

A well annotated list of books for beginning students in mass communications. "Intended to provide sources for facts and figures, names, addresses and other biographical information, and to suggest starting points for research" (Preface). Includes many reference sources in the 665 items cited. Arranged by broad category with subject and author-title indexes. Updates her earlier publication Reference Books in the Mass Media (Z5630 .B56 UL) and is far more inclusive.

On order for Ref. (Mar.73) Danielson, Wayne A. and G.C. Wilhart. A Computerized Bibliography of Mass Communication Research 1944-1964. New York, Magazine Publishers Associates, 1967.

Z5630 .H28 Ref. Hachten, William A., comp. Mass Communication in Africa; an Annotated Bibliography. Madison, Wis., Univ. of Wisconsin, Centre for International Communication Studies, 1971.

As the introduction indicates "most citations describe facilities and situations", few theoretically oriented behavioural studies have been done. As evident in the country index emphasis is on the anglophonic Africa. Covers books, periodical articles, government publications, with informative annotations.

Z5630 .H3 Ref. Hansen, Donald A. and J. Herschel Parsons, comps. Mass Communication; a Research Bibliography. Santa Barbara, California, Glendessary Press, 1968.

A selection of close to 3,000 articles, books, dissertations and reference works published since 1945, grouped under subject headings. Especially useful for content analysis studies. No annotations.

Z7204 .S67L3 1969 Ref., UL Lasswell, Harold D. and Ralph D. Casey and Bruce Lannes Smith, comps. Propaganda and Promotional Activities: an Annotated Bibliography. [Reprint of the Minneapolis, 1935 edition] Chicago, Univ. of Chicago Press, 1969.

Extensive bibliography with a new introduction by Lasswell. Foreign language books and articles are included, but not extensively. The bibliography is limited mainly to studies, rather than illustrations of propaganda. Arrangement is by broad class with author and subject indexes provided. For two bibliographies which update this, see the entries in this section under Smith, Bruce.

Folio Z657 .M32 Ref., UL McCoy, Ralph. Freedom of the Press; an Annotated Bibliography. With a foreword by Robert B. Downs. Carbondale, Ill., Southern Illinois University Press, 1968.

'...some 8,000 books, pamphlets, journal articles, films, and other material relating to freedom of the press in English-speaking countries, from the beginning of printing to the present. 'Press' is used generically to include all media of mass communications.... Subjects include heresy, sedition, blasphemy, obscenity, personal libel, and both positive and negative expressions on freedom of the press" (Preface). Arranged by author with a comprehensive subject index.

Z5630 .R3x Ref. Rafi-Zadeh, Hassan. International Mass Communications: Computerized Annotated Bibliography. Articles, Dissertations and Theses. Carbondale, Ill., Honorary Relation - Zone, 1972.

Three important journals in the field - Gazette (on order, June, 1973), Journalism Quarterly (PN4700 .J7 Stacks) and the Journal of Communication (P90 .J6 Educ.) - as well as theses are indexed. Useful for the approaches by country and subjects such as advertising, propaganda, readership research. Items are annotated in the author section.

Cutter ZWJ .S643i Ref. Smith, Bruce Lannes and Chita M. Smith, comps. International Communications and Political Opinion; a Guide to the Literature. Prepared for the Rand Corporation by the Bureau of Social Science Research, Washington, D.C. Princeton, 1956.

A continuation of the title below, although narrower in scope. Emphasizes international propaganda and political propaganda. Includes about 2,600 items published between 1943 and 1955. Covers books, journals and public affairs magazines, some foreign language journals, official government publications and unpublished materials. The annotations are helpful; arrangement is classified.

Z7204 .S67S632 Ref., UL Smith, Bruce Lannes, Harold D. Lasswell and Ralph D. Casey. Propaganda, Communication and Public Opinion; a Comprehensive Reference Guide. Princeton, Princeton Univ. Press, 1946.

"A continuation of the work begun in Lasswell's Propaganda and and Promotional Activities." This edition includes four survey essays on the science of mass communications, followed by a selective bibliography of some 2,500 representative titles, arranged by class. The bibliography is limited to objective studies and analyses rather than examples. Included are books, periodicals,and articles which appeared between 1934 and 1943 and some important studies previously omitted. 150 titles are starred as "outstanding" and given fuller annotations. A useful breakdown by subject is included in the index.

Gov't. Docs. United Nations Educational, Scientific and Cultural Organization. Reports and Papers on Mass Communications. no. 1, 1952- Paris.

Lib. has: no. 7, 1953-

A series which reports on various aspects of mass communications in the world. A complete list of publications is listed on the series entry in the Govt. Docs. Dept. Catalogue. Examples of useful titles: Book Production, 1937-1954; Current Mass Communication Research; Statistics of Newspapers and Other Periodicals; Statistics on Radio and Television, 1950-1960.

E. Periodical Indexes and Abstracts.

Mgmt. Business Periodicals Index. 1958- New York.

Lib. has: 1958-

Formerly:

Industrial Arts Index. 1913-1957. New York.

Lib. has: 1928-1939 (incomplete); 1942-57.

Analyses, by subject, scholarly and trade periodicals in the business field, including advertising and mass media. Among periodicals indexed of special interest for mass media are Advertising Age; Journal of Marketing; Marketing/Communications, formerly Printer's Ink; and Publisher's Weekly (all located in the Management Library).

Z7163 .P9 Ref., Mgmt. Public Affairs Information Service. Bulletin. 1915- New York.

Lib. has: 1915-

Lists books, pamphlets, periodical articles, government documents etc. in the field of economics and public affairs, printed in the English language. Good coverage for media, advertising, public opinion, propaganda and censorship for most areas of the world. Subject entries only.

Z7164 .C81T6x Ref. Topicator. v. 1, 1965- Littleton, Colo.

Lib. has: v. 7, 1971-

A subject index to trade and scholarly journals in broadcasting and broadcast advertising. (Unfortunately McGill subscribes to few of them, as yet.)

It is assumed that the reader of this bibliography has some prior knowledge of periodical indexes of general coverage as well as those major indexes in fields related to mass communication. Relevant titles are merely cited here as a reminder of their usefulness for mass media study. A Reference librarian would be glad to assist you in the use of these tools if they are unfamiliar to you.

Folio .AI3 C242 Ref. Index Stands Canadian Periodical Index. Index de periodiques canadiens. 1928-1932; 1938- Ottawa.

Lib. has: 1928-1932; 1938-

AI21 .N452 Ref. Index Stands New York Times. (Indexes) The New York Times Index. v. 1, 1913- New York.

Lib. has: v. 1, 1913-

BF1 .P65 Ref. Index Stands Psychological Abstracts. v. 1, 1927- Lancaster, Pa.

Lib. has: v. 1, 1927-

AI3 .R48 Ref. Index Stands — Reader's Guide to Periodical Literature. v. 1, 1900/04- New York.

Lib. has: v. 1, 1900/04-

AI3 .S6 Ref. Index Stands — Social Sciences and Humanities Index. v. 19, 1965- New York.

Lib. has: v. 19, 1965-

Formerly:

International Index to Periodicals. v. 1, 1907/15 - v. 18, 1964. N.Y.

Lib. has: v. 1, 1907/15 - v. 18, 1964.

HM1 .S67 Ref. Index Stands — Sociological Abstracts. v. 1, 1953- New York.

Lib. has: v. 1, 1953-

II. MAGAZINES

A. Histories

PN4836 .H6x 1967 Ref. — Hoffman, Frederick John. The Little Magazine; a History and a Bibliography. [reprint of the Princeton, 1947 edition.] New York, Kraus Reprint, 1967.

The best source for the history of little magazines in the US from 1910 to 1946. The second half, the bibliographical section, is annotated.

PN4877 .M63 1938 McL. — Mott, Frank Luther. A History of American Magazines. Cambridge, Harvard University Press. 1938-68. 5v.

v.1: 1741-1850
v.2: 1850-1865
v.3: 1865-1885
v.4: 1885-1905
v.5: Sketches of 21 magazines 1905-1930, with a cumulative index to the 5 vols.

A comprehensive history from pre-Revolutionary times to 1930, with many bibliographical footnotes. Arrangement is chronological, with a listing by period and detailed indexes in each volume. Volume V indexes the entire series. Useful for reference purposes.

B. Directories

Z6947 .N11 Ref. — Ayer, Firm. Newspaper Advertising Agents. N.W. Ayer and Son's Directory, Newspapers and Periodicals. 1880- Philadelphia.

Lib. has: 1942-64, 1966-

See section III. C.

Z6954 .C2C33x Ref. Index Stands — Canadian Serials Directory. Repertoire des publications seriées canadiennes. 1972- Toronto.

Lib. has: 1972-

Lists over 8000 periodicals and serials currently published in Canada. Under title is such information as publisher, type of publication {house organ, popular} language, frequency, editor, scope, circulation, subscription rates. In addition to this main listing are lists of publishers with their addresses and all publication subject headings, indexing and abstracting services.

Z6944 .L5D5 Ref. Desk

Directory of Little Magazines, Small Presses and Underground Newspapers. 1965- Paradise, Calif.

Lib. has: 1971-72-

Aims to control an elusive form of printed material. The compilers have managed to list 600 such publications throughout the world, with emphasis on the US, Latin America and Great Britain. Data varies for each entry, but they have attempted to include editor, price, frequency, circulation size, nature of content, etc. as well as name and address.

Z7164 .S67G57 1966 Ref.

Goldwater, Walter. Radical Periodicals in America, 1890-1950. With a Genealogical Chart and a Concise Lexicon of the Parties and Groups Which Issued Them. Rev. ed. New Haven, Conn. Yale University Library, 1966.

A listing of 321 Anarchist, Communist or Socialist periodicals published in English in the US during the period indicated in the title. There is a genealogical chart and lexicon of the parties and groups issuing each title and every entry has a brief annotation mentionning chief contributors and describing the character and history of the publication. A short bibliography completes the study.

PN4908 .G6x 1971 Ref. Desk

Goodman, Eileen. The Canadian Writer's Market. Rev. ed. Toronto, McClelland and Stewart, 1971.

"Designed mainly to give the Canadian freelance writer a foothold in the literary market place... Includes little magazines.... The heart of the book is a comprehensive list of editorial requirements of Canadian publications" (Introduction). Prizes and awards open to Canadians are included, as well as Canadian universities and colleges offering courses in journalism and creative writing; adult extension courses and summer schools; book publishers and their subject interests; Canadian advertising agencies; sections on copyright, libel, obscenity, style, etc.

Z7165 .U5M8 1970 Ref, UL

Muller, Robert H. and Theodore J. Spahn and Janet M. Spahn. From Radical Left to Extreme Right. 2d. ed. rev. and enl. Ann Arbor, Campus Publications, 1970- 2v.

Annotates 272 Canadian and American current periodicals "of protest controversy, advocacy, or dissent, with dispassionate content-summaries". Detailed descriptions of journal content and editorial policy and many editorial quotes are provided as well as the basic data such as address, price, frequency, format, starting date. Arrangement by type: utopian, race supremacist, racial and ethnic pride, with a geographic index and an index of titles, publishers and opinions of persons and organizations.

Z6951 .S78 Latest in Ref. Index Stands

The Standard Periodical Directory. 1964/65- New York.

Lib. has: 1964/65, 1967, 1970-

The subtitle "the Most Complete Guide to United States and Canadian Periodicals... Information on More Than 50,000 Publications" is not misleading. Includes magazines and journals, newsletters, government publications, house organs, directories, transactions and preceedings of professional societies, bulletins, yearbooks and publications of museums and religions, ethnic, social and literary groups. Includes title, address, editor, publisher, advertising director, a brief description of editorial content and scope, year founded, frequency, rates, circulation, etc. Subject arrangement with title index.

Z6941 .U5 Ref. — Ulrich's International Periodicals Directory. 1st ed., 1932- New York.

Lib. has: 9th ed., 1959-

Gives full information - title, subtitle, name changes, year first published, frequency, subscription rate, editor, publisher and address, whether it carries abstracts, advertising, reviews, bibliographies, format, whether indexed or abstracted. Subject arrangement, with title index. Covers the English-speaking world better than the non-English speaking.

PN161 .W83 Lib. Sci. — Writer's Market. Cincinnati, Ohio. 1930-

Lib. has: 1967-

"A guide to the requirements of publications and firms which publish journalistic material" (Preface). Over 4000 markets including Canadian as well as US are listed, with name, address, outline of style, audience, content, etc. Designed for free-lancers it gives information on trade journals, play producers, greeting card verse publishers and women's magazines. Popular in style and presentation, this is useful for studying pulp media.

III. NEWSPAPERS

A. Dictionaries

PN4728 .K4 Ref. — Kent, Ruth Kimball. The Language of Journalism; a Glossary of Print-Communications Terms. Kent, Ohio, Kent State University Press, 1970.

An up-to-date dictionary of about 1700 terms, including current journalist jargon, some technical terms, graphic arts terms, names of important journalism organizations. There is a section of abbreviations as well as a separate, useful introduction to the origin of some journalism terms.

B. Histories

PN4904 .K4 Stacks — Kesterton, Wilfred H. A History of Journalism in Canada. Toronto, McClelland and Stewart, 1967.

A detailed history, from 1752 to 1966. Covers the development of newspapers, magazines, radio and television in Canada.

PN4855 .M63 1962 UL

Mott, Frank Luther. American Journalism; a History, 1690-1960. 3d. ed. New York, Macmillan, 1962.

The author's purpose is "to provide a comprehensive work in which historical narrative is combined with some characteristics of a reference book..." (Preface). Referred to as the definitive history in the field to date. Arrangement is chronological. Within periods the broad trends are discussed and individual newspapers are referred to. Bibliographical notes follow each section.

C. Directories

In addition to the titles mentioned below, many other newspapers directories are available. For further reference consult the bibliographical guide Newspapers; Identification and Location Tools (McLennan Library, Reference Dept. 1973) available at the Reference Desk.

Z6947 .N11 Ref.

Ayer, Firm. Newspaper Advertising Agents. N.W. Ayer and Son's Directory, Newspapers and Periodicals. 1880- Philadelphia.

Lib. has: 1942-64, 1966-

The one source that lists daily and weekly newspapers, plus periodicals, published in the US, Canada, Bermuda, Panama and the Philippines. A geographical arrangement with gazetteer information. Information on frequency, founding date, subscription rate, circulation, political leanings is included for each entry. Of particular interest are the classified lists which group publications by type and subject. Title index.

Z6944 .L5D5 Ref. Desk

Directory of Little Magazines, Small Presses and Underground Newspapers. Paradise, Calif., 1965-

See section II. B.

HF5905 .E382x Mgmt., On order for Ref. (June 1973)

Editor and Publisher. International Year Book. 1920- New York.

Lib. has: 1969-

Contains much useful statistical and directory information for the field of American, Canadian and foreign journalism. Lists US and Canadian daily newspapers with circulation rates, executive personnel, managers, editors; US weekly newspapers, syndicates and wire services; advertising agencies; schools of journalism; newspapers of other countries, with data. Brief subject index.

PN4907 .E4 Ref., UL

Elliott, Helen, comp. Fate, Hope and Editorials; Contemporary Accounts and Opinions in the Newspapers, 1862-1873. Ottawa, Canadian Library Association, 1967.

"...provides brief introductions to those newspapers published between 1862 and 1873 which have been preserved on microfilm by the Canadian Library Association.... They are not histories of the individual newspapers but provide a sampling of editorial opinion or comment on the problems of the age" (Preface). Arranged by province and place of publication. Includes brief publication history and notes dates microfilmed.

Z6941 .N4x Latest in Ref.

Newspaper Press Directory. v. 1, 1846- London.

Lib. has: 1937-65 (incomplete); 1969-

An extensive listing of newspapers, magazines, review and periodicals throughout the British Commonwealth and the principle countries of the world. For Great Britain and Commonwealth countries information for each entry is detailed, giving title, date established, group to which it belongs, circulation, publisher, advertising rates, political affiliation (if any), type of news coverage, etc. House magazines in the UK are listed in a special section. Arrangement is clearly explained and marked out.

Z6941 .O8 1968 Ref.

Overseas Newspapers and Periodicals Guidebook. 9th ed. London, Publishing and Distributing Co., 1968-

Markets in Europe and markets outside Europe are covered in two volumes. Volume I lists newspapers, trade and consumer magazines in western and eastern Europe, giving circulation, typographical data, advertising rates, subject coverage, etc. Similar information for over 100 non-European countries is available in volume 2. Some entries have brief descriptive annotations. Classified indexes.

Z6941 .W5 Ref.

Wilcox, Dennis L. English Language Newspapers Abroad; A Guide to Daily Newspapers in 56 Non-English-Speaking Countries. Detroit, Gale Research Co., 1967.

This directory is "a descriptive guide to 202 English language daily newspapers in 56 countries and geographical areas where English is a minority language." (Introduction) Such standard information as founding date, circulation, owner, news agencies is included, but of greater interest is the description of readership, news emphasis, advertising ratio, political leanings and content.

Z6955 .W5 Ref.

Willing's European Press Guide. 1966/67- 1968. London.

Lib. has: 1968.

A companion to Willing's Press Guide this directory lists over 50,000 daily newspapers, periodicals, magazines, reviews, and trade, technical, religious and other specialized publications of 12 European countries. Subject arrangement, each entry consisting of name, address, publisher, frequency of publication, price. Contents generally in English but all references and headings are in English, French, German and Italian.

Z6956 .E5W5 Ref.

Willing's Press Guide. 1874- London.

Lib. has: 1966, 1967, 1970-

Subtitled "a Comprehensive Index and Handbook of the Press of the United Kingdom of Great Britain, Northern Ireland and the Irish Republic; Together with the Principal British Commonwealth, Dominion, Colonial and Foreign Publications." Newspapers and periodicals for Great Britain and Ireland are listed alphabetically with year of establishment, politics, time published, price, publishers name and address. Among the other listings the classed arrangement is especially useful.

D. Bibliographies

Cutter ZWZCJ +N42 Stacks

Cannon, Carl Leslie, comp. Journalism, a Bibliography. New York, The New York Public Library, 1924.

An excellent source for references to the state of journalism in the early 1920's as the author emphasized the present rather than the historical in his selections for inclusion. Lists, with annotations, books and magazine articles in the field.

PN4736 .M39 1970 Ref., UL

Merrill, John Calhoun, and Carter R. Bryan and Marion Alisky. The Foreign Press, a Survey of the World's Journalism. Baton Rouge, La., Louisiana State University Press, 1970.

"The objective of this book...is to present a panoramic picture of the world's press systems with a minimum of distortion" (Preface). There is an introductory general survey section covering such topics as national images, current press theories, the government and the press, followed by sketches of national press systems of the world. It deals chiefly with the newspaper press, but touches on magazine press and includes some data on radio and TV. There is a long, excellent bibliographical section and a thorough index.

On order for Ref. (June, 1973)

Nafziger, Ralph O. International News and the Press; an Annotated Bibliography. New York, Arno Press, 1972.

On order for Ref. (June, 1973)

Price, Warren C. The Literature of Journalism; an Annotated Bibliography. Minneapolis, University of Minnesota Press, 1959.

Z6940 .P69 Ref., UL

Price, Warren C. and Calder M. Rickett. An Annotated Journalism Bibliography, 1958-1968. Minneapolis, University of Minnesota Press, 1970.

Journalism is interpreted to include works on TV and radio; magazines; public opinion and propaganda; as well as histories, biographies, anthologies, and texts on journalism in the narrower sense; and freedom of the press in the US, Great Britain and Canada. Only books are included. Subject index. Price's earlier work covers the field to 1957.

Z6940 .R6 Ref.

Ross, Albion and Yvonne Heenan. English-Language Bibliography on Foreign Press and Comparative Journalism. Milwaukee, Wis. Centre for the Study of the American Press, Marquette University College of Journalism, 1966.

Contains only English language books and pamphlets. "It is not intended that it contain any work published by an author of a given nationality concerning journalism of his or her own country" (Introduction). Material concerned with international communication in the journalistic sense and surveys of international or comparative scope are also included. Alphabetical arrangement, with no indexes. Intended as a preliminary bibliography.

Law Lib.

Swindler, William Finley. A Bibliography of Law on Journalism. New York, Columbia University Press, 1947.

On order for Ref. (June, 1973) Wolseley, Roland Egan. The Journalists Bookshelf; an Annotated and Selected Bibliography of US Journalism. 7th ed. Philadelphia, Chilton, 1961.

IV. RADIO AND TELEVISION BROADCASTING

A. Histories

HE8698 .B35 Stacks, UL

Barnouw, Eric. A History of Broadcasting in the United States. New York, Oxford University Press, 1966.

v.1: A Tower of Babel, to 1933
v.2: The Golden Web (1933-1953)
v.3: The Image Empire, From 1953

A chronological overview of American broadcasting (radio and TV) which covers practically all major events, trends and personalities. Appendices in each volume include a chronology of events in outline form, the text of important related laws, an extensive bibliography of books, periodical articles, manuscript and oral history collections, and an index of performers, programs and topics.

HE8699 .G7B65 Stacks, UL

Briggs, Asa. The History of Broadcasting in the United Kingdom. London, New York, Oxford University Press, 1961-

Volume one, The Birth of Broadcasting, covers to 1926; volume two, The Golden Age of Wireless, from 1927 to World War II; volume three, The War of Words, 1939-1945. Thus a multi-volume history beginning in the 1920's and intended to extend to 1954. It was written with access to BBC records. Well indexed, each volume has bibliographical sources, statistical information and organizational charts.

KF2504 .K3 1972 Stacks

Kahn, Frank J., ed. Documents of American Broadcasting. Rev. ed. New York, Appleton-Century-Crofts, 1972.

Collection of primary sources - texts of laws, decisions, reports and other documents important in the history and development of broadcasting in the US. Areas covered include broadcast regulation, freedom of expression (regulation of programming, broadcast journalism), regulation of competition, educational broadcasting. There is a two page bibliography.

B. Dictionaries and Encyclopedias

PN1993.45 .B4 Ref.

Bessy, Maurice and Jean Louis Chardans. Dictionnaire du cinéma et de la télévision. Paris, J.J. Pauvert, 1965-

Coverage for television is uneven, but little else exists in the field. There are entries for TV personalities, mainly listing appearances, and for countries, but TV work is not well reported or covered.

TR847 .F62 1969 Ref., UL

The Focal Encyclopedia of Film and Television Techniques. 1st American ed. New York, Hastings House, 1969.

Although much information is technical, a great deal is concerned with history and definitions of general items. Contains about 1600 entries and covers British and American terms, practice and history. A detailed index ties together material scattered by the alphabetical arrangement.

C. Almanacs and Directories

PN1991.3 .U6B78 Ref.
Buxton, Frank and Bill Owen. The Big Broadcast, 1920-1950. New York, Viking, 1972.

Programs of the period are described. Arrangement is alphabetical with a fairly full index to producers, announcers, actors, vocalists, etc. mentioned in the program write-up. Also included in the main part are narratives on subjects such as announcers, interviewers, networks, cowboys, sound effects, etc. A short bibliography completes the work.

HE8698 .I55 1970 Ref., UL
International Television Almanac, 1970. 15th ed. New York, Quigley Publications, 1969.

Emphasis is on the US with brief international coverage and sections on Great Britain and Canada. An annual compendium of nontechnical data on TV with information on TV performers, producers distributors, feature releases, directories of services, stations and agencies, awards, codes, etc.

PN1993.4 .Z9 1970 Ref.
Zwerdling, Shirley. Film and TV Festival Directory. New York, Drama and Book Specialists, 1970.

Concentrates on cinema. Covers the US, then the "international" scene, by country. Lists awards and has a useful although complicated section for isolating TV and radio at the back which cross-indexes by type of festival.

D. Bibliographies

On order for Ref. (July,1973)
British Broadcasting Corporation. British Broadcasting 1922-1972; a Select Bibliography. London, B.B.C., 1972.

Cutter ZWST .R72 Lib.Sci.
Rose, O., ed. Radio Broadcasting and Television: an Annotated Bibliography. Wilson, 1947.

An old listing with brief annotations of "the nontechnical books and pamphlets published in the United States in the English language, concerning radio and TV. Subject arrangement covering history, advertising, publicity and sales promotion, program techniques, program content and the public, systems, legislation, censorship. The section on TV is very short (note publication date). Author and title index.

V. BOOKS AND PUBLISHING

Z731 .A47 Lib. Sci.
The Bowker Annual of Library and Book Trade Information. 1956- New York.

Lib. has: 1955/56-

The aim is to provide "a wide range of information and statistics pertinent to the library and book world" (Preface). Annually updates essential features and adds new articles of current interest. Of particular interest are the sections on book trade statistics. Each year has overview articles as well as regular features such as sales statistics, book title output statistics, prices of US and foreign published materials, the year's work in librarianship and publishing, events of the year, associations, etc.

Z282 I5842 1971/72 Ref. International Literary Market Place, 1971/72. New York, Bowker, 1971.

Includes Europe, Africa, Australia, New Zealand, Japan, Israel, and Latin America. The first section is import-export information; the next section, general information, includes book industry associations, UN specialized agencies (their publications and distributors); international literary prizes; a calendar of book trade events and a glossary of book trade terms in 5 languages; the last part is a country by country listing of book publishers. There is an index of publishers and book clubs.

PN171 .P75L5 Latest in Ref. Literary and Library Prizes. 1959- New York.

Lib. has: 1959-

Lists international, American, British and Canadian literary prizes, literary awards, fellowships and grants. Gives some explanation and background of the Award and records the recipients for each since its establishment. "Literary" is interpreted broadly to include such fields as history, race relations, medicine, but not journalism, and only briefly, drama. Contains a comprehensive index of names of donors, award and authors.

Z1033 .B3H34 Ref., UL Hackett, Alice Payne. 70 Years of Best Sellers, 1895-1965. New York, R.R.Bowker Co., 1967.

The author states that the purpose of her book is "to present as completely as possible the facts and figures about American best sellers during the period in which their records have been preserved, to interpret and comment to some extent upon the statistics and the trends, but not to evaluate them from a literary point of view." The titles are organized in many ways: combined hardbound, paperbound best seller 1895-1965; by subject; by year; early best sellers. A bibliography is also included.

PN161 .L5 Latest in Ref. Literary Market Place; the Directory of American Book Publishing. 1940-

Lib. has: 1969/70-

Directory of Canadian as well as American book publishers, periodicals, book clubs, book manufacturers, book review services and syndicates, columnists, literary fellowships and awards etc. as well as radio and television networks, programs, etc. Classified arrangement. Its aim is to be useful to the publishing and literary trades. A more complete listing of Canadian publishers Canadian Publisher's Directory is available at the Reference Desk.

VI. ADVERTISING AND PUBLIC RELATIONS

On order for Mgmt. (Jan.1973) Ayer Glossary of Advertising and Related Terms. Philadelphia, Ayer Press, 1972.

HF5823 .B314 Mgmt. Banton, Roger. Handbook of Advertising Management. New York. McGraw-Hill, 1970.

"Written primarily for corporate advertising managers" (Introduction). Articles in the sections on mass media and its uses, consumer behavior and the glossary of terms could be particularly useful.

Z7164 .P957C8 1965 Ref. Cutlip, Scott M. comp. A Public Relations Bibliography. 2d. ed. Madison, Wisc., University of Wisconsin Press, 1965.

Necessarily a selective, although very inclusive bibliography of nearly 6000 entries. Books, articles and related material on PR "since it first emerged as an identifiable vocation in the early 1900's" (Introduction) to 1965 are classified under 74 subject categories. This revised edition reflects the shift in emphasis in PR to more substantive issues and research from more popular level writing for self-justification.

HF5808 .N3x Mgmt. National List of Advertisers. v. 1, 1940- Toronto.

Lib. has: 1957, 1965, 1967-

A guide listing national advertisers in Canadian media with address, telephone number, personnel, products, agency, budget appropriation and media used. There is a cross-index of brand names and products. Another section lists agencies in Canada and accounts they handle. There is a geographical list of agencies as well.

Z7164 .P957N5x 1967 Mgmt. Nielander, William Ahlers. A Selected and Annotated Bibliography of Public Relations. 5th ed. Austin, Bureau of Business Research, University of Texas at Austin, 1967.

Over 600 titles organized into a general section, specialized works broken down by 30 headings including PR in the communication field - periodicals and directories. Annotations are brief.

VII. ALTERNATIVE MEDIA

Z7164 .S66A4x Ref. Alternative Press Index. v. 1, 1969- Northfield, Minn.

Lib. has: v. 1, 1969-

Indexes over 100 Canadian and American periodical publications covering women's liberation, gay liberation, Third World, radical politics, back-to-the-earth movements etc. Subject arrangement.

Z6944 .L5D47 Ref. Directory of Alternative Media Periodicals. 2d. ed. Brighton, England, Smoothie Publications, 1972.

Covers political, literary,education, community, women's, etc. periodicals. Subject arrangements and format make this confusing and difficult to use, however, there is an index of subjects, titles, persons, organizations and places. Entry gives such data as date periodical began, frequency, address, editor, price, library locations and a brief description of content. The directory covers England, Ireland and Scotland only.

Directory of Little Magazines, Small Presses and Underground Newspapers. Paradise, Calif., 1965-

Lib. has: 1971/72-

See section II. B.

PN4888 .U5G5 Stacks

Glessing, Robert J. The Underground Press in America. Bloomington, Indiana, Indiana University Press, 1970.

Covers fifteen years of underground publishing in the US. Deals with the history, beginnings and present status and attempts to show how it has affected the American style of life. Includes a bibliography of sources, a directory of underground newspapers, and an index.

On order for Ref. (Mar. 1973)

Woodsworth, Anne. The "Alternative" Press in Canada: a Checklist of Underground, Revolutionary, Radical and Other Alternative Serials From 1960. Toronto, Univ. of Toronto Press, 1972.

Z6944 .U5U5x 1970 Ref.

Underground Press Directory. Compiled by William D. Lutz. 5th ed. Stevens Pt., Wis., 1970.

This editions lists in alphabetical order with addresses 810 "counter-culture"papers and journals in the US. Included are a few from English-speaking Canada, England, France and Germany.